

# Matt Quinn

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## Strategic Business Leader/ Accomplished Finance & Sales Executive

Finance FP&A Controllership / Business Development & Digital Marketing / Recruit, Mentor, Lead High Performance Teams

- Articulate, data focused, business executive with broad based expertise leading effective business strategy to drive profitability leveraging financial analysis, Six-Sigma operations and marketing campaigns.
- Broad industry experience encompassing Finance, Technology, Hospitality, Airlines, Casinos, & US Marine Corps.
- Exceptional Finance Understanding (MBA) and Business Partnering background to drive sales, cost savings.
- Asia Market Experience, Deep China market understanding. Lived/worked in Japan, China, Macau, Cambodia.

### Professional History

#### Brush Creek Lodge & Spa 2023 – Current. (White Lodging Corp., 33,000-acre ranch)

##### Finance Director

- Lead FP&A, Accounting, Reporting and Business Intelligence functions to profitably grow the business.
- Business Units include: Hotel, Spa, F&B, Livestock, Beef, Agriculture, Activities, Equestrian, Dairy/Creamery.

##### Key Achievements

- Oversee all aspects of financial operations, including budgeting, forecasting, financial analysis, and reporting.
- Develop and implement strategic financial plans, in alignment with organizational goals and objectives, to optimize financial performance.
- Manage a team of finance professionals, providing guidance and support to ensure accurate and timely financial reporting and analysis.
- Collaborate with executive leadership to formulate and execute financial strategies, driving revenue growth and cost containment.
- Conduct regular financial reviews to assess financial health, identify areas of improvement, and implement corrective measures as needed.
- Establish and maintain relationships with external stakeholders, including financial institutions, auditors, and vendors, to support business operations.
- Streamline financial processes and implement best practices, resulting in improved efficiency and cost savings.
- Ensure compliance with regulatory requirements and financial standards, maintaining accurate records and documentation.
- Provide strategic financial advice and recommendations to senior management, contributing to informed decision-making and driving business growth.
- Implemented a comprehensive financial planning and analysis framework, resulting in enhanced forecasting accuracy and improved budget control.
- Spearheaded cost optimization initiatives, resulting in a 15% reduction in operating expenses without compromising service quality.
- Developed and implemented a robust internal control system, strengthening financial governance and minimizing risk exposure.
- Introduced a performance-driven culture within the finance team, resulting in increased productivity and employee engagement.

#### Self Employed: Individual Investor/Published Author- (Macau based). 2018 - 2023

In 2019 turned down Senior Executive role in Vietnam due to the onset of Covid.

- Focus on long term investments using blockchain technology.
- In Depth market and industry modeling, forecasting leveraging advanced Microsoft Excel
- Published historical fiction novel, "The Macau Money Train" available on amazon.com.

#### NagaWorld Resort 2015-2018. (Largest Integrated Resort in SE Asia)

##### Vice President Digital Marketing, Business Development. Cambodia. (Macau based)

Successfully led company new effort to grow China Premium Direct and mass-market visitation to Cambodia/Phnom Penh.

##### Key Achievements:

- Digital Marketing: Increased PRC website visitation to nagaworld.com by 700% in 2017. Offline to Online strategy.
- Digital Marketing: Establishing brand presence on YouKu, WeChat and Weibo. Built WeChat Hotel Booking Engine. Partner with AsiaPay to facilitate AliPay and WePay digital and on property purchases.
- Established Cambodian Overseas Travel Promotion Board. Public/Private sector collaboration, modeled on HK Tourism Board.
- Social Media Marketing: Developed/implemented multi-platform social media campaigns to increase Chinese visitation.
- Generated over \$1m USD in customer on property spend within first ten months.
- Successfully building a team in key cities in China (Chengdu, Xiamen, Dalian) to bring VIP customers to resort.

- Providing strategic insight into China expansion plans for Bassaka Airlines, focusing on total customer potential spend, targeting 2nd-4th tier cities. Currently, direct flights from Xian and Changsha, plan to add three more cities.
- Marketing campaign in Macau to reach twenty million+ annual Mainland Chinese visitors.
- Lead Familiarization Trips from Macau/ Guangdong to resort to raise industry awareness of Bassaka Airlines and NagaWorld.
- Negotiated with Wenzhou Airport to establish first direct flight from Wenzhou to Phnom Penh, Summer 2017.

## **Venetian Macau 2007-2015**

### **2013- 2015. Vice President Business Development & Travel. Venetian Macau. Macau, SAR.**

Created analytical framework to identify China opportunity by province, executed strategy to drive visitation to Macau focusing on the China High Speed Rail system. Grew company travel agency, CotaiTravel, into one of the largest in Macau.

#### Key Achievements

- 35% increase in visitation from Hubei and Hunan provinces.
- 25% increase in room sales from Retail Mall exhibitions, focusing on Wanda Malls.
- Recruited and trained five Account Managers in Hubei and Hunan.
- Collaborated closely with Senior Government officials in the Tourism bureaus of Liaoning, Hubei, and Hunan.
- Incorporated CotaiTravel, travel reward points, into overall customer loyalty program, increasing redemptions 17%.

### **2009 – 2013. Vice President Transportation. Venetian Macau. Macau SAR.**

Overall responsibility for the movement of the ten-million+ customers visiting resort: ferry system, shuttle busses, limousines.

#### Key Achievements

- Increased ferry passengers 120% through social media marketing campaigns.
- Created and grew customer fan base of CotaiWater Jet Facebook page to 275,000 loyal fans.
- Created and executed first ever Asia based consumer SMS e-coupon campaign on Facebook for CotaiWater Jet.
- Optimized Shuttle bus and limousine asset usage to maximize customer volume and customer satisfaction.
- Successfully supported the opening of Sands Cotai Central, 6,000 additional rooms, with additional Transport requirements.

### **2007-2009. Finance Director, Six Sigma. Venetian Macau. Macau SAR.**

Applied Six Sigma methodology to remove unnecessary costs in Finance process. During Financial Crisis of 2008, expanded role to teach and mentor cross-functional teams covering entire operations to aggressively remove costs. Additionally, established the Finance Leadership Program (FLP) modeled after high potential programs at General Electric and Microsoft.

#### Key Achievements

- Achieved cost savings of \$35m USD.
- Significant projects include Procurement Receiving process, Drink distribution on casino floor (largest in world).
- Mentored twenty-two cross functional project teams
- Recruited, hired and mentored 27 high potential finance college graduates for Finance Leadership Program.

## **Microsoft Corporation 1999-2007**

### **2006- 2007. Senior Finance Controller, Worldwide Sales & Marketing. Microsoft Corp. Redmond, USA.**

Led team focused on budgeting, forecasting and analysis of Corporate P&L for the ninety worldwide subsidiaries.

#### Key Achievements

- Based on having worked in subsidiaries, provided Field perspective to help Corp HQ best understand issues, opportunities.
- Collaborated closely with Product Group teams to share Field input to maximize sales.

### **2003-2006. Finance Controller. Microsoft China Corp. Beijing, China.**

Key executive team member, turned subsidiary around from one of the worst performing to strongest in 2006.

#### Key Achievements

- 2006 Microsoft China achieved #1 rank for Subsidiary of the Year, based on growth achieved in 2nd-4th tier strategy.
- Upgraded talent on team by very selective hiring and mentoring. Managed team of forty dispersed across China.
- Executive Committee Member: Developed 2nd-4th tier sales strategy; aligning with MII and NDRC.
- Received CFO Award, 2005.
- Selected for Microsoft High Potential Leadership Program, 2004.

### **2002-2003. Small & Medium Business Controller-Asia Regional HQ. Microsoft Corp. Tokyo, Japan.**

Finance lead for fourteen Asian subsidiaries' SME business segment.

#### Key Achievements

- Created/ refined holistic data focused framework to measure monthly performance of the fourteen subsidiaries; framework adopted by Corp as basis for worldwide scorecard for monthly Rhythm of Business. Recognized as Worldwide Best Practice.

- Created revenue opportunity identification data-mining framework to increase SME sales.

**1999-2002. Senior Business Analyst. Microsoft Corp. Redmond, USA.**

Finance lead for Education Sales & Marketing Business Segment (K-12, Universities), E-Commerce Sales team & US Subsidiary lead for analyzing Loans/Equity investments.

Key Achievements

- Created data mining framework to identify sales opportunities; leveraged by sales teams to increase sales.
- Competed and selected to be part of Audit team for one-month audit of Singapore Operations Center.

**General Electric (GE) Capital**

*1997-1999. Six-Sigma Black Belt. General Electric Corporation- GE Capital. Stamford, USA.*

Six Sigma Black Belt lead for Corporate Finance IT function. Graduated eighteen-month Information Leadership Program.

Key Achievements

- Key Projects: Oracle worldwide implementation, Offshore Development Center (Mexico), Accounting Center of Excellence.
- Information Management Leadership Program- Received one of three special recognitions for Outstanding Contribution.

**American Chamber of Commerce (AmCham) Taiwan**

*1996-1997. Research Analyst. American Chamber of Commerce, Taipei Taiwan.*

Part-time Analyst role while studying intensive Mandarin in Taipei.

Key Achievements

- Published book, "Guide to Doing Business in Taiwan."

**United States Marine Corps (USMC) 1991-95. Captain. Pacific Headquarters Camp Smith, Hawaii**

Finance lead (FP&A, Budget, Audit) for Marine Corps operations in Pacific theater, covering California to Okinawa Japan.

Key Achievements

- Received special recognition by the base Three Star General for contributions to Pacific theater finance function.
- Identified and implemented cost savings opportunity in Tuition Assistance Program for Japan based Marines.
- Selected to be part of historic wreath laying ceremony by Japanese Emperor at Punchbowl cemetery.

**Education**

Georgetown University. School of Foreign Service. Bachelor of Science - International Economics.

Thunderbird- American Graduate School of International Management. MBA.

Michigan State University (Graduate School of Management/ Hospitality): Degree Certificate. Executive Development Course.

**LANGUAGES**

English – Native. Mandarin- Intermediate spoken. French- Basic.

**AWARDS**

Rotary Foundation Scholarship- Taipei Taiwan, 1996-1997. (Six Months Intensive Mandarin Study).

Navy Reserve Officers Training Corps: Four Year Scholarship Georgetown University.

Boy Scouts of America- Earned rank of Eagle Scout.